<u>In the Claims</u>:

Please cancel claims 11 and 13, without prejudice, and amend claims 12 and 14 as follows:

1-11. (Cancelled)

12. (Currently Amended) <u>A liquid crystal display device comprising:</u>

<u>an active matrix panel having a coloring member;</u>

<u>a liquid crystal having spontaneous polarization, sealed in said active matrix panel; and</u>

<u>a writing/erasing unit for displaying an image on a frame by frame basis by repeating a data writing process and a data erasing process for said active matrix panel;</u>

<u>wherein one frame time comprises a period of the data writing process, a period of the data erasing process and a period during which neither the data writing process nor the data erasing process is performed, and</u>

<u>the liquid crystal display device</u> further comprising:

a back-light for irradiating white light on said coloring member; and

a back-light controller for controlling said back-light to be turned on or off according to the period of the data writing process, the period of the data erasing process,

and the period during which neither the data writing process nor the data erasing process is performed.

13.   (Cancelled)

14.   (Currently Amended)   A liquid crystal display method using a liquid crystal display device constructed by sealing a liquid crystal having spontaneous polarization in an active matrix panel including a coloring member;

wherein an image is displayed on a frame by frame basis by repeating a data writing process and a data erasing process for the active matrix panel;

one frame time comprises a period of the writing process, a period of the data erasing process and a period during which neither the data writing process nor the data erasing process is performed; and

wherein white light is irradiated on the coloring member, and irradiation/non-irradiation of the white light is controlled according to the period of the data writing process, the period of the data erasing process and the period during which neither the data writing process nor the data erasing process is performed.